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EXAMINER

POND, ROBERT M

ART UNIT PAPER NUMBER

3625

DATE MAILED: 08/10/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

09/441,204

Applicant(s)

VERCHERE, DAVID

Examiner

Robert M. Pond

Art Unit

3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 06 April 2004.  
2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.  
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 10 and 20-36 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.  
6) ☒ Claim(s) 10 and 20-36 is/are rejected.  
7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.  
8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.  
10) ☒ The drawing(s) filed on 06 April 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)  
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)  
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.  
4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_.  
5) ☐ Notice of Informal Patent Application (PTO-152)  
6) ☐ Other: \_\_\_\_\_.

## **DETAILED ACTION**

### ***Response to Amendment***

The Applicant amended to overcome rejection under 35 USC 101, and further amended claims requiring further consideration and search to address the amended claims. The Applicant newly added Claims 31-36 requiring consideration and search. The Examiner, however, found the attorney's arguments presented during an on-site interview upon receiving the previous Office Action, and as set forth under Remarks filed with this amendment, to be persuasive. All pending claims (10 and 20-36) were examined in this non-final Office Action.

### **Specification**

The Examiner appreciates the Applicant supplying missing page 14.

### **Drawings**

The Applicant amended Figure 1 to include "Prior Art" label.

The Applicant submitted replacement drawings as Attachment C.

### ***Response to Arguments***

### **Rejection under 35 USC 112**

The Applicant amended Claims 10 and 21 to overcome rejection based on omitting essential elements.

Rejection under 35 USC 101

The Applicant amended Claims 20 and 26 to overcome the rejection. Rejection under 35 USC 101 for Claim 20 was withdrawn. Further review by a 101 panel indicates Claims 21-36 lacking a practical application in the technological arts to support the core invention. Modules as defined in the Applicant's specification are code and/or data.

Rejection under 35 USC 103(a)

Applicant's arguments, see Remarks, filed 06 April 2004, with respect to the rejection(s) of claim(s) 10 and 20-36 under 35 USC 103(a) have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of Conklin, Promomart, and Busch.

Conklin teaches a multivariate negotiations engine for iterative bargaining that enables a sponsor to create and administer a Web-based community comprising participants, buyers and sellers, having similar commerce interests. Conklin teaches examples of online communities that demonstrate the versatility of the sponsored community including, but not limited to: buyers and sellers engaged in production purchasing; stock trading; agricultural buying and selling; and sourcing materials for manufacturing. Conklin teaches Internet, intranet, and extranet networks used to support electronic commerce and further teaches entry points for sellers to create their web sites, and access points for resellers and customers. Promomart (Paper #22) teaches Promomart.com's web site providing

a branded promotional products purchasing web site for buyers and sellers having a similar commerce interest (e.g. buyers seeking branded promotional products and a commerce community of sellers specializing in this marketplace). Busch (Paper #22) teaches a reseller site offering branded promotional products to company workers that allows them to order T-shirts, pens and mugs with their company's logo.

Business Wire (Paper #22) was retained to address dependent claims pertaining to email reminders of recurring events. Conklin and Promomart provide the motivation to combine with Business Wire as set forth in this Office Action. Busch was not relied upon to provide motivation to combine with Business Wire (Paper #22).

Arguments pertaining to Lorge, Bunn, Call, or 911gifts.com are moot. These prior art references were withdrawn.

***Claim Rejections - 35 USC § 101***

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requires of this title.

- 1. Claims 21-36 are rejected under 35 USC 101 because the claimed invention is directed to non-statutory subject matter.**

The claims are directed to a process that does nothing more than manipulate an abstract idea. Mere recitation in the preamble (i.e., intended use) or mere implication of employing a machine or article of manufacture to perform some or all of the recited steps does not confer statutory subject matter to an otherwise abstract idea. There is no practical application in the technological arts. For subject matter to be statutory, the claimed process must be limited to a practical application of the abstract idea or mathematical algorithm in the technological arts. See *In re Alappat* 33 F.3d at 1543, 31 USPQ2d at 1556-57 (quoting *Diamond V. Diehr*, 450 U.S. at 192, 209 USPQ at 10). A claim is limited to a practical application when the method, as claimed, produces a concrete, tangible and useful result: i.e. the method recites a step or act of producing something that is concrete, tangible and useful. See *AT&T v. Excel Communications Inc.*, 172 F.3d at 1358, 50 USPQ2d at 1452.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

- 2. Claims 10 and 20 are rejected under 35 USC 103(a) as being unpatentable over Conklin et al. (patent number 6,141,653 hereinafter referred to as "Conklin"), in view of Promomart (Paper #22, PTO-892, Item: U).**

Conklin teaches a multivariate negotiations engine for iterative bargaining that enables a sponsor to create and administer a Web-based community comprising participants, buyers and sellers, having similar commerce interests. Conklin teaches examples of online communities that demonstrate the versatility of the sponsored community including, but not limited to: buyers and sellers engaged in production purchasing; stock trading; or agricultural buying and selling (see at least abstract; Fig. 1a (02, 04, 06, 08a-08h); Fig. 1j; Fig. 6 (515); Fig. 3; col. 13, line 65 through col. 15, line 33; col. 17, line 13 through col. 18, line 46; col. 28, line 37 through col. 30, line 30). Conklin teaches Internet, intranet, and extranet networks used to support electronic commerce and entry points for sellers to create their web sites. Conklin further teaches:

- Providing a products web page to acquire product:

Seller creates seller's web site that provide seller's product information that is integrated into the community site (see at least Fig. 1g (50, Sponsor Processes, 70); col. 19, lines 14-27); participants (e.g. buyers or sellers) accessing product information using a web browser (see at least col. 17, lines 26-33).

- Providing a reseller show case web page; customer access resellers web page to acquire at least one product:

Online community's central web server (see at least Fig. 1l (207, 207-02); col. 20, lines 34-47), server manages seller's integrated and customized web site created by the seller (please note examiner's interpretation: a reseller is a seller participant when acting as a seller of products or services to a buyer participant) (see at least Fig. 1g (50, Sponsor Processes, 70); col. 19, lines 14-27), that is accessed by buyer participants accessing product information using a web browser (please note examiner's interpretation: a buyer is a reseller's customer) (see at least col. 17, lines 26-33); provides a reseller interface (see at least Fig. 4a (214-02); Fig. 4b; Fig. 10-1; Fig. 10-2; Fig. 10-3; col. 27 through col. 28, line 36).



- Providing a vendor show case web page; reseller accesses the vendor showcase web page to acquire at least one product:

Vendors and firms supplying product to buyers (see at least col. 8, lines 49-67); online community's central web server (see at least Fig. 11 (207, 207-02); col. 20, lines 34-47), server manages seller's integrated and customized web site created by the seller (please note examiner's interpretation: a vendor is a seller participant when acting as a seller of products or services) (see at least Fig. 1g (50, Sponsor Processes, 70); col. 19, lines 14-27), that is accessed by buyer participants accessing displayed product information using a web browser (please note examiner's interpretation: a reseller is a buyer participant when acting as a buyer of goods or services from a vendor participant) (see at least col. 17, lines 26-33); provides a vendor interface (see at least Fig. 4a (214-02); Fig. 4b; Fig. 10-1; Fig. 10-2; Fig. 10-3; col. 27 through col. 28, line 36).

- Providing a front-office module for providing purchase order information and marketing information: buyers and sellers use web browser to accesses web server; server provides all software necessary for web commerce community; buyer processes; seller processes (see at least Fig. 1g (50, 54, 58, 70, 78); col. 18, lines 59-65); purchase order and marketing information (see at least Fig. 1g (50); Fig. 15b; col. 19, line 20).
- Providing a bidding module: server provides all software necessary for web commerce community as noted above; facilitates buyer-seller

negotiation; a buyer proposes negotiations of order terms based on a seller's catalog and price lists or sends out a request for proposal (RFP) to all or some of the seller's in the community requesting best terms bid (see at least col. 20, lines 23-31).

- Processing order for products received through a processor: central web server (see at least col. 14, lines 31-38).
- Providing a database; storing product data; storing pricing and imprinting data:

Branded Promotional Products Community Web Site

Conklin teaches all the above as noted under the 103(a) rejection and teaches a) an online commerce community comprising buyers and sellers having a similar commerce interest, b) the online commerce site supporting multiple commerce communities (see at least Fig. 1c), and c) the sponsor of a commerce community collecting fees (see at least Fig. 1g; col. 19, lines 44-46). Conklin, however, does not disclose a branded promotional products community web site. Promomart teaches Promomart.com's web site providing a branded promotional products purchasing web site for buyers and sellers having a similar commerce interest (e.g. buyers seeking branded promotional products and professionals specializing in this marketplace) (U: see page 2). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the method of Conklin, to disclose a

branded promotional products community as a type of commerce community as taught by Promomart, in order to attract buyers and sellers to the central commerce site, and thereby increase fees for the central commerce site.

Databases and Imprinting Data

Conklin teaches all the above as noted under the 103(a) rejection and teaches a) storing seller product information, pricing, terms, service, text, and images in a database (see at least Fig. 1g (50, Sponsor Processes, Database); col. 14, lines 47-54; col. 19, lines 14-27), b) vendors supplying products and services and storing vendor product information in a database (see at least col. 28, line 66 through col. 29, line 12), and c) storing a buyers purchasing information in a database (see at least col. 21, lines 46-58), but does not disclose storing imprinting data. Promomart teaches all the above as noted under the 103(a) rejection and teaches buyers accessing the site to acquire branded promotional products for the purpose of having a company logo imprinted on promotional products offered by sellers of branded promotional products and services, and further teaches displaying electronically, via a web page, company logos imprinted on branded promotional products (please note examiner's interpretation: imprinting data was communicated to the seller and is stored electronically) (U: see at least pages 1, 20, and 21). Therefore it would

have been obvious to one of ordinary skill in the art at time of the invention to modify the method of Conklin to store imprinting data as taught by Promomart, in order to manage all product images electronically, and thereby attract buyers and sellers to the web commerce community desiring more efficient methods of conducting online commerce.

- Providing an artwork library for storing customer's logo and branding artwork:

Conklin and Promomart teach all the above as noted under the 103(a) rejection and teach a) making purchasing for a buyer more efficient (Conklin: see at least col. 33, lines 18-19; U: see at least pages 3-18), b) storing vendor's product images in a database, c) storing imprinting data electronically, d) storing buyer purchase information in electronic folders in an database and providing additional references and folders that can be interrelated (see at least col. 21, lines 46-57), and further teach the seller of branded promotional products possessing specific company imprinting data in electronic form. Conklin and Promomart, however, do not disclose providing an artwork library. It would have been obvious to one of ordinary skill in the art at time of the invention to disclose providing an artwork library, since one of ordinary skill in the art would ascertain that any imprinting data in electronic form belonging to a specific buyer would be stored in a database folder interrelated with database folders associated

with the buyer to make the buying, storage, and use of such imprinting information more efficient.

*Pertaining to system Claim 10*

Rejection of Claim 10 is based on the same rationale as noted above.

- 3. Claims 21, 23-26, and 28-36 are rejected under 35 USC 103(a) as being unpatentable over Conklin (patent number 6,141,653), in view of Promomart (Paper #22, PTO-892, Item: U), further in view of Busch (Paper #22, PTO-892, Item: X).**

Conklin teaches a multivariate negotiations engine for iterative bargaining that enables a sponsor to create and administer a Web-based community comprising participants, buyers and sellers, having similar commerce interests. Conklin teaches examples of online communities that demonstrate the versatility of the sponsored community including, but not limited to: buyers and sellers engaged in production purchasing; stock trading; or agricultural buying and selling (see at least abstract; Fig. 1a (02, 04, 06, 08a-08h); Fig. 1j; Fig. 6 (515); Fig. 3; col. 13, line 65 through col. 15, line 33; col. 17, line 13 through col. 18, line 46; col. 28, line 37 through col. 30, line 30). Conklin teaches Internet, intranet, and extranet networks used to support electronic commerce and entry points for sellers to create their web sites, and all software necessary for the sellers to created web sites, display seller product information, facilitate bid and/or negotiations between buyers and sellers, process purchase orders, and track transactions (see at least

Fig. 1g (50, 54, 58, 70, 78); col. 18, lines 59-65); purchase order and marketing information (see at least Fig. 1g (50); Fig. 15b; col. 19, line 20). Conklin further teaches:

- Displaying products at a reseller show case module; customer accesses reseller's web page to acquire at least one product:

Online community's central web server (see at least Fig. 1l (207, 207-02); col. 20, lines 34-47), server manages seller's integrated and customized web site created by the seller (please note examiner's interpretation: a reseller is a seller participant when acting as a seller of products or services to a buyer participant) (see at least Fig. 1g (50, Sponsor Processes, 70); col. 19, lines 14-27), that is accessed by a buyer participants accessing displayed product information using a web browser (please note examiner's interpretation: a buyer is a reseller's customer) (see at least col. 17, lines 26-33); provides a reseller interface (see at least Fig. 4a (214-02); Fig. 4b; Fig. 10-1; Fig. 10-2; Fig. 10-3; col. 27 through col. 28, line 36); group of buyers (e.g. participants in a trade show) (see at least col. 18, lines 3-6). Please see below for group of buyers belonging to a company.

- Displaying products and ordering access at vendor showcase module; reseller entry point:

Vendors and firms supplying product to buyers (see at least col. 8, lines 49-67); online community's central web server (see at least Fig. 1l (207,

207-02); col. 20, lines 34-47), server manages seller's integrated and customized web site created by the seller (please note examiner's interpretation: a vendor is a seller participant when acting as a seller of products or services) (see at least Fig. 1g (50, Sponsor Processes, 70); col. 19, lines 14-27), that is accessed by a buyer participants (please note examiner's interpretation: a reseller is a buyer participant when acting as a buyer of goods or services from a vendor participant), accessing displayed product information using a web browser (see at least col. 17, lines 26-33).

- Enabling a vendor to enter data at a vendor entry point interface: provides a seller interface and templates for remote authoring of seller's (please note examiner's interpretation: entry point interface for vendors or resellers as seller participants) web site and integration into the commerce community web service serving as an entry point for buyers (please note examiner's interpretation: any type of participant acting as a buyer- e.g. customer, reseller, vendor, or distributor) (see at least Fig. 4a (214-02); Fig. 4b; Fig. 10-1; Fig. 10-2; Fig. 10-3; col. 14, lines 6-11; col. col. 27 through col. 28, line 36).
- Providing a bidding module: server provides all software necessary for web commerce community as noted above; provides buyer-seller negotiation; a buyer proposes negotiations of order terms based on a seller's catalog and price lists or sends out a request for proposal (RFP) to

all or some of the seller's in the community requesting best terms bid (see at least col. 20, lines 23-31).

- Providing market information: web site activity reports for sellers (see at least col. 19, lines 28-37); commerce sponsor monitors activity (see at least col. 19, lines 44-45); saves history on all transactions for buyers and sellers; archival processing (see at least col. 30, lines 32-51); promotional activities (see at least col. 30, lines 21-30).
- Tracking order status: determining purchase order status (see at least col. 19, line 66 through col. 20, line 1).
- Storing data in a product database; storing product data; storing pricing and imprinting data:

Branded Promotional Products Community Web Site

Conklin teaches all the above as noted under the 103(a) rejection and teaches a) an online commerce community comprising buyers and sellers having a similar commerce interest, b) the online commerce site supporting multiple commerce communities (see at least Fig. 1c), c) the sponsor of a commerce community collecting fees (see at least Fig. 1g; col. 19, lines 44-46), and d) all software necessary for the sellers to created web sites, display seller product information, facilitate bid and/or negotiations between buyers and sellers, process purchase orders, and track transactions. Conklin, however, does not disclose a branded promotional products community web site. Promomart



teaches Promomart.com's web site providing a branded promotional products purchasing web site (please note examiner's interpretation: web server software serves web browsers with branded promotion products displays) for buyers and sellers having a similar commerce interest (e.g. buyers seeking branded promotional products and professionals specializing in this marketplace) (U: see page 2).

Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the system of Conklin, to disclose software that displays branded promotional products for a commerce community as taught by Promomart, in order to attract buyers and sellers to the central commerce site, and thereby increase fees for the central commerce site.

Databases and Imprinting Data

Conklin teaches all the above as noted under the 103(a) rejection and teaches a) a database for storing seller product information, pricing, terms, service, text, and images (see at least Fig. 1g (50, Sponsor Processes, Database); col. 14, lines 47-54; col. 19, lines 14-27), b) a database for vendors supplying products and services and storing vendor product information (see at least col. 28, line 66 through col. 29, line 12), and c) a database for storing a buyers purchasing information (see at least col. 21, lines 46-58), but does not disclose imprinting data related to the products. Promomart teaches buyers

accessing the site to acquire branded promotional products for the purpose of having a company logo imprinted on promotional products offered by sellers of branded promotional products and services.

Promomart teaches displaying electronically, via a web page, company logos imprinted on branded promotional products (please note examiner's interpretation: imprinting data was communicated to the seller and is stored electronically) (U: see at least pages 1, 20, and 21). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the system of Conklin to disclose imprinting data related to products as taught by Promomart, in order to store information essential to creating imprinted product images, and thereby attract buyers and sellers to the web commerce community desiring more efficient methods of conducting online commerce.

- *Displaying products associated with a company logo store module:*

Conklin and Promomart teach all the above as noted under the 103(a) rejection and teach a) an online commerce community for branded promotional products, b) hardware and software essential for operation, and c) a reseller products showcase for selling products to a group of participants. Conklin and Promomart, however, do not disclose a company logo store customized for a group of buyers. Busch teaches the use of intranets, the Internet, and Web to improve communications with employees while reducing its reliance on paper. Busch teaches the

Williams Companies offering a variety of online services including an online company store where Williams' workers can order T-shirts, pens and mugs with the Williams logo (please note examiner's interpretation: Williams is acting a reseller of branded promotional products) (X: see at least pages 1-2). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the system of Conklin and Promomart to implement an online company store for logo products as taught by Busch, in order to allow employees associated with a company to purchase promotional items through the reseller's web showcase, and thereby attract buyers to the commerce community's web service.

- *Providing an artwork library for storing customer's logo and branding artwork:*

Conklin and Promomart teach all the above as noted under the 103(a) rejection and teach a) making purchasing for a buyer more efficient (Conklin: see at least col. 33, lines 18-19; U: see at least pages 3-18), b) storing vendor's product images in a database, c) storing imprinting data electronically, d) storing buyer purchase information in electronic folders in an database and providing additional references and folders that can be interrelated (see at least col. 21, lines 46-57), and further teach the seller of branded promotional products possessing specific company imprinting data in electronic form. Conklin and Promomart, however, do not disclose providing an artwork library. It would have been obvious to one of ordinary

skill in the art at time of the invention to disclose providing an artwork library, since one of ordinary skill in the art would ascertain that any imprinting data in electronic form belonging to a specific buyer would be stored in a database folder interrelated with database folders associated with the buyer to make the buying storage and use of such imprinting information more efficient.

*Pertaining to system Claims 21 and 23-25*

Rejection of claims 21 and 23-25 is based on the same rationale as noted above.

4. **Claims 22 and 27 are rejected under 35 USC 103(a) as being unpatentable over Conklin (patent number 6,141,653), Promomart (Paper #22, PTO-892, Item: U), and Busch (Paper #22, PTO-892, Item: X), as applied to Claims 21 and 26, further in view of Business Wire (Paper #22, PTO-892, Item: UU).**

Conklin, Promomart, and Busch teach all the above as noted under the 103(a) rejection and a) email notification, and b) a calendar feature to remind customers of recurring events applicable to purchasing branded promotional products (U: see page 19), but do not disclose enabling one or more customers to schedule reminders for a recurring event related to ordering promotional products. Business Wire teaches a leading one-stop online gift shop where customers can enter information pertaining to a recurring event and subsequently

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receive an email reminder from the online commerce service (UU: pages 1-2).

Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the method Conklin, Promomart, and Busch to provide an a reminder service as taught by Business Wire, in order to notify buyers to purchase branded promotional products for a recurring event, and thereby increase sales for the web commerce community service.

*Pertaining to system Claim 22*

Rejection of claim 22 is based on the same rationale as noted above.

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- Gonzalez, Jennifer Stone; The 21<sup>st</sup>-Century Intranet, Prentice Hall, 1997, 1998, pages 48-50, 5 total pgs; teaches extranets linking organizations internally and externally to strategic partners, suppliers, distributors, and customers (please see diagram page 49, Copyright 1996, Netscape Communications).
- Moran, Nula; "Business-to-Business Links Now- The Attention Turns to Extranets," Financial Times, 04 June 1997, 3pgs, Proquest #12217826; teaches extranet technology providing self service for end customers and suppliers; reseller extranets.
- Business Wire; "Hyundai Selects Click Interactive to Provide Industry's First On-Line Parts-Ordering Extranet for Consumers and Repair Professional," 13 August 1998, 2pgs, Proquest #32825067; teaches consumers, repair professionals, and dealers accessing Hyundai's an online parts ordering system based on extranet technology.
- PR Newswire; "SpaceWorks OrderManager 4.0 Release Strengthens Order Management Automation Up and Down Supply Chains," 23 September 1998, 3pgs, Proquest #34498373; teaches extranet commerce for supply chain management.

- Bort, Julie; "Extranets Come in Different Styles. Do You Know Which is Best for Serving Your Business Partners? The Model Extranet," Network World, 30 March 1998, v15n13pgM19, 6pgs, Proquest #28244454; teaches extranet technology that connects customers, suppliers, and consultants to a central online site.
- Siegel et al.; "The Intranet and Extranet," The CPA Journal, February 1998, v68n2pg71, 4pgs, Proquest #26176218; teaches the extranet bridging the public Internet and private intranet; connects multiple organizations such as suppliers, distributors, contractors, and customers, and trusted others behind virtual firewalls; examples include

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mr. Robert M. Pond** whose telephone number is 703-605-4253. The examiner can normally be reached Monday-Friday, 8:30AM-5:30PM Eastern.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Mr. Vincent Millin** can be reached on 703-308-1065.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **703-308-1113**.

Any response to this action should be mailed to:

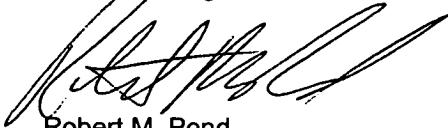
***Commissioner of Patents and Trademarks***

***Washington D.C. 20231***

or faxed to:

**703-872-9306** (Official communications; including After Final  
communications labeled "Box AF")

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal  
Drive, Arlington, VA, 7<sup>th</sup> floor receptionist.

A handwritten signature in black ink, appearing to read 'R. M. Pond', is written over the printed name.

Robert M. Pond  
Patent Examiner  
August 8, 2004